

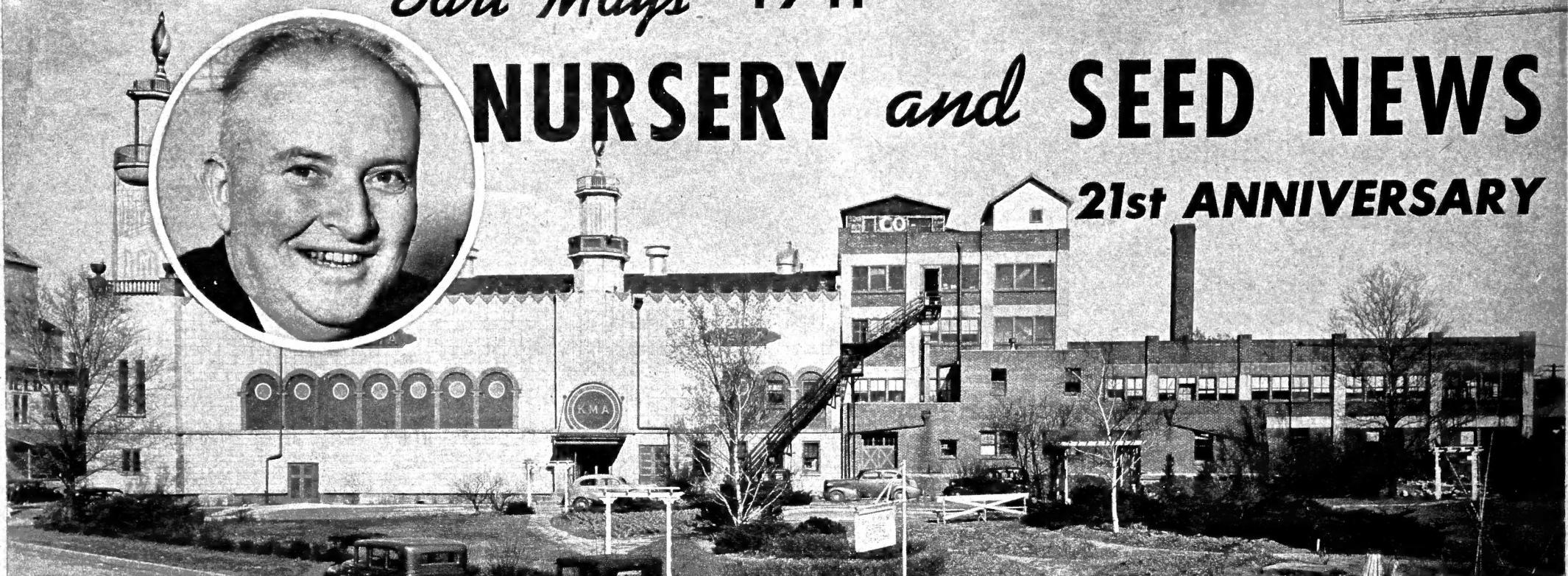
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Earl May's 1941

NURSERY and SEED NEWS

21st ANNIVERSARY



VOLUME II

SHENANDOAH, IOWA, MARCH, 1941

NUMBER 2

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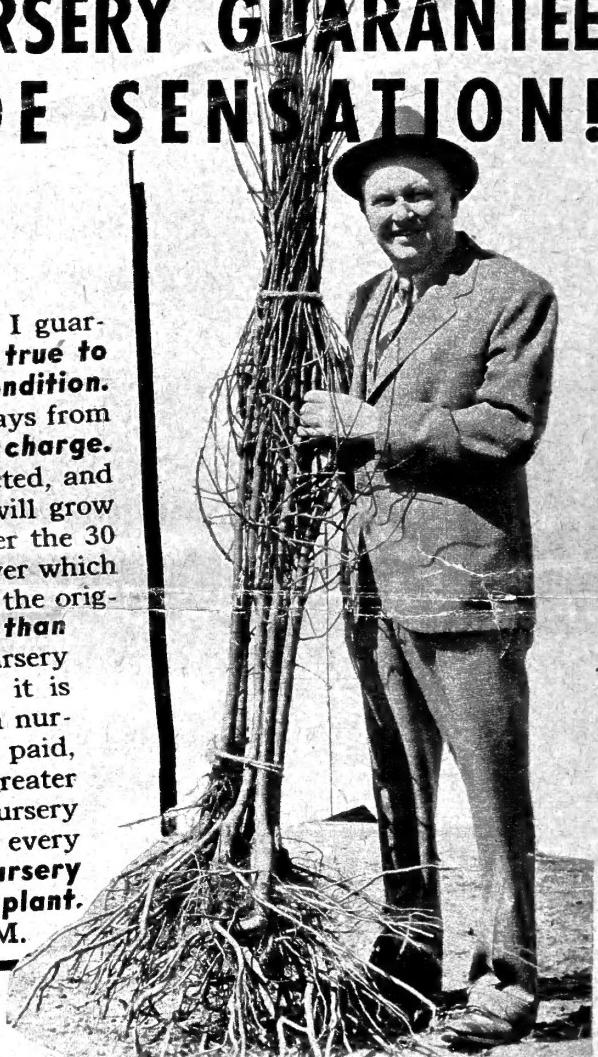
Flash! EARL MAY'S AMAZING NURSERY GUARANTEE CREATES NATION-WIDE SENSATION!



THIS IS IMPORTANT TO YOU . . .

My Nursery Stock is Guaranteed to Grow. I guarantee all nursery stock purchased from me to be true to name and to reach you in good, live growing condition. Plant it at once and if it fails to grow within 30 days from the day you receive it we will replace it free of charge. Our stock is carefully handled, thoroughly inspected, and of strong vitality. Under ordinary conditions it will grow for you and do well. If it fails to grow even after the 30 day period due to weather and other conditions over which we have no control, we will replace it at one-half the original purchase price if you notify us not later than October 1, 1941. And furthermore, if any nursery stock proves untrue to description under which it is sold, we will, upon proper proof, replace all such nursery stock absolutely free or refund the amount paid, but in no case shall we be liable for any sum greater than the amount originally received for said nursery stock. It is our desire to satisfy our customers in every way. Remember that we will ship your nursery stock when it is the right time for you to plant.

—E. E. M.



This is a picture of me holding some of the big, fine "Quick Crop" fruit trees like I can send you. These trees will start bearing earlier than the smaller sizes. They're vigorous fellows, straight, heavy rooted and well branched. Just look at the roots, the bodies and the limb growth. I know the quality of these trees and I guarantee them to grow. (See guarantee left.)

Earl May's FAMILY RED CHERRY ORCHARD

ORDER NO. SN687

What's better than the first cherry pie that comes on the table from your own cherry trees, the juice oozing up from the crust? Many people can the cherries, put them in their lockers and have them just as fresh in winter as they were in June. Here's an exceptionally fine offer that will give you plenty of delicious cherry pies and plenty of canned fruit. Here are 4 of our finest 2-year old Cherry trees, all 2 to 3 ft. high.

2 Montmorency 1 Early Richmond
1 English Morello
4 2-year old, 2 to 3 ft. high, Cherry Trees, \$149 POSTPAID

THE PROOF THAT THEY BEAR IS IN THE BASKETS

This picture was taken on my own farm in my own orchard here at Shenandoah. Boy, oh boy, it was hot that day when I was picking those cherries. The cameraman caught me when I really wasn't looking for him to take the picture.

DEAR FRIENDS:

I am glad to send you your free copy of my 1941 NURSERY AND SEED NEWS. I know that you will enjoy looking it over and reading it through.

You will notice a very outstanding proposition on this page—something that I have done for you people that assures you of a stand of nursery stock. I GUARANTEE IT TO GROW. Read my guarantee very carefully. You will like it, I know.

Regarding seeds of all kinds, the prices are certainly right for the very high quality that I am offering you. Look at the program we have on ALFALFA! That really is something! I also wish you would look at the guarantee on BABY CHICKS. That, too, I am sure, will please you.

This is going to be a great Baby Chick, Farm Seed, Hybrid Corn, Nursery and Garden year, and I invite you to join the thousands upon thousands of our regular customers. I am confident you too, will be more than pleased with your purchases. Let me hear from you . . . and best wishes for a big garden and farming year.

Yours truly,
EARL E. MAY.



BEFORE



Red Spirea Landscape Offer

ORDER No. SN778

Here's a wonderful landscape special. 6 healthy, well rooted, well branched Extra Select 18 inch size ALL RED SPIREA SHRUBS.

6 for only 89c

- 2 Anthony Waterer—Everblooming red.
- 2 Billiard—Rosy-pink.
- 2 Froebel—Purple foliage, red flowers.

6

ALL RED SPIREA
(Postpaid) **89c**

This is little Karle Bantie, 5-year-old neighbor boy of Mrs. E. B. Lister, Linden, Iowa. He's holding an 8 lb. head of cabbage and a big stock beet. All the vegetables in the picture were grown from my Garden Seed.



"A DREAM COMES TRUE"

These actual photographs were taken by E. F. English of his home in Boone County, Missouri. Top one shows the home as it was in September, 1939, and the lower one as it is today, thanks to the Earl May Landscape Service. All shrubs were purchased from us and this beautiful lawn of theirs was seeded with my famous "MAYPARK LAWN MIXTURE". (See page 47 in Nursery and Seed catalog.)

TRY OUR LANDSCAPING SERVICE

It produces results, as you can clearly see by the above pictures "Before" and "After." We have a trained landscape architect, who can draw up a plan to fit your needs. A card or letter will bring you full details.

"IT'S A TRUE FACT"

"Last year we planted 1 lb. of Earl May's beans. We sold 10 to 15 bu. and canned over 100 quarts. Picked as high as 4 bu. at one time. Also planted 2 oz. of his cucumber seed and put down 30 gal. in brine and sold 10 to 15 bu." says Wm. Foxhoven, Rt. 2, Earling, Iowa.

Do the same—Double your garden space this year

"WE KNOW OUR MELONS"

Says Sherman Kruggel as he rests his chin on that big "Dixie Queen" watermelon. That's Shirley and Stanley, brother and sister, with him. Their mother and customer of mine, Mrs. J. B. Kruggel, Atchison, Kansas, sent me this picture. It's only a sample of the kind of melons you can raise from my "Dixie Queen" seed.

Here's a little special offer I'm going to make you folks now, so send me your order.

HOME MELON PATCH ALL FOR ONLY

ORDER No. 80

- 1/4 lb. Watermelon—Dixie Queen
- 1 oz. Watermelon—Wilt Res. Kleckly Sweet
- 1 oz. Watermelon—Early Canada
- 1 oz. Watermelon—Stone Mountain
- 1 oz. Muskmelon—Hearts of Gold

(Reg. Catalog Value 85c)

65¢

POSTPAID



"FAITH"

Boy: I want 2c worth of bird seed.

Dealer: How many birds have you, sonny?

Boy: None, I want to grow some.

Earl May's ALL SEASON APPLE COLLECTION

ORDER No. SN625

Friends, if you want healthy, well rooted, young, vigorous, thrifty apple trees like I plant on my own farm (picture below) plant this ALL SEASON APPLE COLLECTION, including 8 outstanding varieties. You will get—

- | | |
|-----------------------------------|-----------------------------------|
| 1 Anoka (Early Summer) | 2 Yellow Delicious (Early Winter) |
| 1 Yellow Transparent (Mid-summer) | 2 All Red Delicious (Late Fall) |
| 2 All Red Jonathan (Early Winter) | 2 Wealthy (Early Fall) |
| | 1 Crimson Winesap (Winter) |
| | 1 Grimes Golden (Late Fall) |

12 Big, well rooted 3 to 4 ft. **\$2.25**
1 yr. old Trees, only.....
POSTPAID



OUR JUBILEE FLOWER DISPLAY
September, 1940

Big Value GLAD COLLECTION

ORDER No. SN286

A lot of you people like to buy Glads by color so you can plant a row of them in your garden and have cut flowers during the summer. That's why I'm making up this special offer of these "Big Value" varieties, selected by myself from named varieties. I guarantee that you will get 10 different color combinations. Extra Select size bulbs, and all Postpaid.

65 for only \$1.00

"I Guarantee A Bloom in Every Bulb"

WORLD'S FINEST DAHLIAS MY JUBILEE COLLECTION

ORDER No. SN225

Here's an outstanding collection of 6 grand Dahlias that I offered you people at my last Jubilee. I had so many orders then that I am offering it to you again. Each plant will have lots and lots of blooms, and grow 4 to 5 feet high. They will amaze you and bloom at the time of the year when other flowers are scarce. I guarantee them to please you. In this collection you get one each of the following varieties: Avelon—yellow; Jersey Beauty—pink; Red Jersey Beauty; Mrs. J. de Ver Warner—rose-lilac; Jane Cow—Bronze-gold; White King.

6 FOR ONLY ... \$1.00
(Regular price \$1.45) POSTPAID

"I Guarantee Satisfaction"



"CAUGHT IN THE ACT"

My orchard was a very popular place last summer. I caught these two fellows from the seed house inspecting those Grimes Golden apples. At least that's what they said they were doing, but you can bet they had a couple of those big apples in their pockets. Can't say that I blame them either. Sam Edgecomb, Extension Horticulturist from Ames, Iowa, said, "Earl, they're the finest apples you'll see anywhere."

LILAC TIME IN KANSAS

And that's "beauty time" at the home of Margaret Kearney of Topeka, Kansas, who sent me this picture. This beautiful lilac bush was purchased from me a few years ago. Now, for you friends who would like to have beautiful lilac bushes in your own yard I am offering you this special French Lilac Collection of Mrs. May's.

MRS. MAY'S FRAGRANT FRENCH LILAC COLLECTION

ORDER No. SN796

Five Different, Distinct Colors

1 CONGO. Reddish-purple.	1 PRES. GREY. Clear sky-blue.
1 MME. LEMOINE. Snow-white.	
1 BELLE de NANCY. Double rose-pink.	1 ROUEN LILAC. Lavender-purple.

5 EXTRA SELECT 18-INCH SIZE LILACS, FOR ONLY.....

\$1 69
POSTPAID



OLD FRIENDS PHLOX COLLECTION

ORDER No. SN222

Friends, every year and for many years I have received letters saying, "Pick me out some of your best colors in various varieties of Phlox." So now I'm going to please everybody and give you all a chance to buy 10 hardy, well rooted, thrifty, outdoor grown brilliant blooming phlox. I will guarantee you ruby-red, orange, scarlet, bright salmon pink, salmon, purple, white, blue, cherry-red and rose. They're now ready for you and the price is reasonable.

10 PHLOX **\$1 00**
For Only POSTPAID

ONE OF THE FINEST A Great Tomato . . . Rutgers

I introduced Rutgers Tomato, over the radio, in a big way about four years ago. Many friends and customers are still writing me how well it has done for them. In my experience there has never been a tomato that has proven itself as popular in such a short time.

I have observed this great tomato from year to year growing in my own trial gardens, and with the hundreds of fine letters coming from those who have tried it, I know you will like it. The fruits are bright scarlet in color, large, and very uniform—the only tomato I know of that ripens from the inside out, which means you get an evenly ripened fruit all the way through, extra thick solid flesh, fine for slicing and canning. Sturdy plants that produce just enough foliage to protect the fruits from sun-scalding. Rutgers will produce a big crop on thin soil. Thousands of you folks, I know, will agree with me by planting it again this year. I say it's a great main crop tomato. If you haven't been growing it, try it on my recommendation. Rutgers makes fine big crops and lasting friends wherever it is grown. ORDER No. SN765.

Extra big packet (over 900 seeds), 10c; $\frac{1}{2}$ oz. 25c; oz. 40c; $\frac{1}{4}$ lb. \$1.25. Postpaid.

A pound of Kentucky Blue Grass contains an average of 2 million 4 hundred thousand seeds. A pound of Red Top grass about 4 million one hundred thirty-five thousand seeds.

Earl May's GIANT EARLY FLOWERING SWEET PEAS

ORDER No. 20

They're all beauties, but here I've picked out 10 outstanding different colored varieties of the Spencer Sweet Peas and combined them into this offer especially for you. These produce large, fragrant blooms and long stems. 10 big, full measured packets, including 1 each of Little Boy Blue, Shirley Temple, Snow White, Orange King, Bright Light, Sparkle, Gilda Gray, Annie Laurie, Glorious and Robin Hood. Think of it! POSTPAID.

All 10 Big Full Measured Packets (Regular Catalog Value \$1.00) Only **50c**



"IT TOOK A LADDER TO PICK 'EM"

That's just what Mrs. Wm. Kussman of Seattle, Washington, writes me. She said that these Sweet Peas she purchased from me grew 13 ft. at the highest point. At the left is the picture of herself which she sent me to prove her statement. She also said that she supplied all her neighbors and relatives, as well as herself, with bouquets of Sweet Peas all summer. Now, that's really something, isn't it, folks?

A FAIRYLAND OF SHRUBS



That does look like a fairyland, doesn't it? It's the home of Mr. and Mrs. George D. Barnes of Montezuma, Iowa, showing the beautiful Spirea blooming. I'm just as proud of this picture as they are, because this Spirea was purchased from me.

EARL MAY'S 21st ANNIVERSARY "BRIDAL WREATH" SPECIAL (SPIREA VAN HOUTTE) ORDER No. SN777

Here's the same kind of Spirea Barnes' purchased from me. You saw what it did for their home and this is your opportunity to increase the beauty of your own home.

20 Nice Hedging, Extra Select 18 in. Plants, for only..... \$1 00
POSTPAID



A PLAYGROUND OF ROSES

This is my little friend, Glenna Lovig, age 9, of Villisca, Iowa, playing with her dolls beside the Dorothy Perkins rose which her mother, Mrs. Oscar Lovig, purchased from me. Glenna's birthday is the same as mine—March 21st.



Climbing Dorothy Perkins ROSE COLLECTION

Here's a great collection of Dorothy Perkins Roses that are in a class by themselves. They are all very hardy, and, as you know, they bloom in clusters. It really isn't uncommon to see 2, 3, or even 4 thousand blooms on a climbing Dorothy Perkins Rose after a few years' growth. They will be your favorites, too, just as they are little Glenna Lovig's (above).

In a few years you'll thank me for making you this kind of an offer. . . . Your Choice, alike or assorted, of Red Dorothy Perkins, Pink Dorothy Perkins or White Dorothy Perkins, for only 27c each, 3 for 75c, or.....

ORDER No. SN6

6 for \$1.29
ALL POSTPAID

DON'T FORGET

Gladiolus should be planted about 4 inches apart and about 4 inches deep for the best results. They prefer a rather light, sandy loam soil, that should be deeply spaded, then well pulverized.

NEVER TOO MANY

I have yet to see the garden that has too many radishes. Make a planting every 10 days and enjoy them the season through. Here's one variety for you. Early Bird for 5c a Pkt., or 10c an ounce, postpaid. Other varieties on page 31 of my 1941 Catalog.

"MY BIRTHDAY MONEY BOUGHT THESE GLADIOLUS"

I want you friends to read this letter that I received from Ernest Steffen of Bronson, Iowa, who is pictured above with the Gladiolus he raised from bulbs purchased from me. Here it is:

"Dear Mr. May:

I am writing you a letter and telling you what a wonderful Gladiolus patch I had last summer from your bulbs. Every body thought they were fine. My mother took my picture when they were in bloom and I have only one Glad in my hands in the picture. I am 10 years old and sure like flowers. I used my birthday money to get my start in Gladiolus. My mother buys your garden seeds in your Sioux City Store. Yours truly, Ernest Steffen."

Friends, I think Ernest deserves praise for spending his birthday money for flowers. If some of you would like to raise Gladiolus like Ernest's, mail me your order today for that outstanding Gladiolus offer above, left.

According to the U. S. Weather Bureau, the world's record rainfall occurred in the Philippine Islands in July, 1911, when 46 inches of water fell in 24 hours and 88 inches within four days. The U. S. record was set at Taylor, Texas, in September, 1921, where 23.11 inches of rain fell in 24 hours.



RIGHT: Here is a picture on my own experimental farm at Shenandoah where I am growing potatoes from Certified seed stocks.

Earl May's CERTIFIED BLUE TAG SEED POTATOES

Potatoes and bread are the staff of life. Potatoes fried with eggs, potatoes hash-brown with steak, potatoes baked, potatoes boiled, potatoes mashed, potatoes and cabbage, potatoes and pork. My, doesn't that sound good! Plant Certified Red River Valley grown seed potatoes. Get these seed potatoes from Earl May. Cut them right and plant them properly. Seed certification requirements are very strict and should be.

IRISH COBBLER GENUINE RED RIVER VALLEY STRAIN, CERTIFIED

Here's a great potato. It's an enormous yielder. Nicely shaped. Superior flavor. Skin and flesh clean and white. Cooks dry and mealy. Especially attractive for the market. Only about 4 to 6 days later in maturing than Ohios.

RED RIVER VALLEY OHIOS

Still the best known, most dependable popular early potato. One of the earliest of the market potatoes. Good keeper. Smooth. Extremely early maturity. Highly productive. It has shallow eyes, pink skin, no waste in peeling, makes it popular with good, thrifty housewives. White, firm mellow flesh. A sturdy, upright habit of growth. Easy to dig and one of the best for home use. Get the genuine certified Blue Tag seed potatoes from Earl May.

RED TRIUMPH

One of the outstanding varieties of potatoes that can be grown over a wide territory here in the Central West. The nice thing about this variety is its extreme earliness. Often makes potatoes large enough to dig in 8 to 9 weeks. Red Triumph is very hardy and is a heavy yielder, too. Will often yield as much as even the later types of potatoes. This is really something for a variety that is normally

early. They're round, reddish-pink in color and have shallow eyes. They're fine-grained and cook up very mealy. A lot of the merchants in the towns throughout the Central West really prefer these because of their fine appearance.

WARBA THE BEST EXTRA-EARLY

Opinions differ on this potato. Some like it, some don't. Frankly, it's not intended to take the place of the Ohio or Cobbler. It's extra-early. It's a heavy yielder. It will be ready for use about one and one-half weeks ahead of Ohio. It has creamy white skin, fine flavor, uniformly round and blocky in form with shallow pink eyes. I would say, "Use these for your extra-early potatoes, but don't rely upon them for your winter keepers. Rely on Ohio, Cobbler, and Triumph for that." Many of our customers are strong boosters for Warbas.

You Can't Afford To Plant Back Your Own Potatoes

They go down in yield and you get too many runts. Plant blocky seed pieces as these are preferred to the wedge shaped pieces. Each seed piece should contain one or more healthy eyes. Plant 3 1/2 to 4 in. in depth. Light sandy loam soils warm up quicker, and you can plant deeper than in heavy-type soil. The rows should be about 32 to 40 in. apart and pieces from 15 to 18 in. apart in the row. Folks—everybody who has a lot or a back yard not in use, and every farm should have a big potato patch. You'll need those potatoes the coming year. Plant only Certified Blue Tag Seed purchased from Earl May, and get a bumper crop.

LOOK! The University of Missouri reports that on a 6 yr. trial on certified Cobblers against local common stock, certified Cobblers produced 23.8 bushels more to the acre. Also there were far less culls in the potatoes grown from certified seed. Professor Fitch of Ames, says, "Potatoes planted back the second year, and grown the third time in Iowa will go down 50% in yield."

I think everybody agrees that certified seed potatoes are more productive. Plant them and have a sure crop and a big crop. Plant nothing but Blue-Tagged, Certified Seed stock from the Red River Valley. And get them from Earl May, either by mail or at Earl May's Nursery and Seed Stores.

Your Choice of the 4 Certified Blue Tag Seed \$2.25 PER 100 LBS.
F.O.B. Shenandoah

THE HOME BERRY COLLECTION

I want you to plant this Home Berry Collection this spring. Take my word for it, this is truly a great combination of varieties. All big, strong, healthy plants that will produce worlds of sweet, delicious berries.

8 BOYSENBERRIES
8 BLACK RASPBERRIES
(Cumberland)
8 RED RASPBERRIES
(Latham)

ORDER NO. SN451

All 24 EXTRA SELECT PLANTS Only \$1.00 POSTPAID

TRIAL GARDEN BEAN SPECIAL

Here's a real bargain in garden beans. Three of the finest varieties for only 49c Postpaid. I will also include enough garden Nitragin Inoculation for all the beans. Order Now!

ORDER NO. SN65

1/2 lb. New Tendergreen	18c
1/2 lb. Giant Stringless Green Pod	17c
1/2 lb. Wonder Wax	18c
Garden Nitragin	10c

REGULAR VALUE..... 63c

49c
POSTPAID

ALL FOR ONLY

HARVEST HOME BLEND SWEET CORN

ORDER NO. SN155

In this offer you will find a perfect blend of 6 of the best golden hybrids that are ready for the table at different times. Hybrids, you know, are bred to certain fixed maturing days. A lot of you people, including myself, like to pick corn throughout the entire season. That's why this blend of mixed yellow hybrids is going to give you just what you've been looking for. It will supply you with sugary, tasty sweet corn, ready to pick in 65 days, and running past 90 days, giving you 3 to 4 full weeks of the freshest, sweetest sweet corn you ever ate. Big 3 oz. Pkt. 10c; 1/2 lb. 20c; lb. 30c; 2 lbs. 55c; and these are postpaid prices.

"HATS OFF"

And it is, too. You probably remember meeting this chap here at my Jubilee last September. We made him from pumpkins, squashes and a few other garden vegetables. Even if he wasn't real, he put on an awfully good front, didn't he?

SQUASH AND PUMPKIN OFFER

ORDER NO. SN74

Three of the Leading Varieties
1 oz. King of the Mammoth Pumpkin
1 oz. Cushaw Squash
1 oz. Sugar Pie Pumpkin
(Regular Catalog Value 35c)

Postpaid, for only..... 29c

HOME AND DEMOCRACY

CAN BE STRENGTHENED BY GARDENS, FLOWERS AND FRUITS

ALL OF EARL MAY'S VEGETABLE AND FLOWER SEEDS
ARE POSTPAID TO YOU AND GUARANTEED TO BE . . .

1. Good, Strong, High Germinating Seed.
2. True to Name As Represented.
3. Satisfactory or Your Money Back.



SEE WHAT GREW FROM JUST A FEW OF EARL MAY'S 10c GARDEN SEED PACKETS..

This picture was sent to me by Donald Whitehead, Moravia, Iowa, 18 years old. Donald writes, "If they don't believe that you have a large variety in your 10c packages of Mixed Muskmelons, Mixed Squashes, Mixed Pumpkins and Mixed Gourds, show them this picture. I raised 7 kinds of Squash, 6 kinds of Muskmelons, 4 kinds of Pumpkins and 4 kinds of Gourds from four 10c mixed packages of seed I purchased from you." And there's the picture (above) that Donald sent me and I'm just as proud of it as he is.

SATISFIED CUSTOMERS

Jan. 6, 1941.

I have bought of Earl May for over 15 years and find every item just as advertised.—Alvia Mooney, Ottumwa, Ia.

Dec. 29, 1940.

I have used your garden seeds for 10 years and have never failed to have a good garden.—Henry Jackley, Panora, Iowa.

Dec. 30, 1940.

I have raised your Rutgers tomatoes for 2 years and like them better than any other.—J. C. Lethcho, Kirksville, Missouri.

Help Yourself!

Help yourself to an abundance of garden fresh vegetables by doubling your garden space this year.

SWEET BERMUDAS

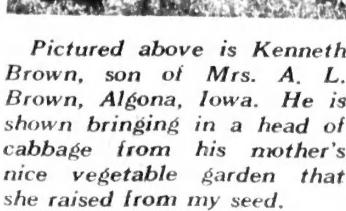
Pictured at the right is little Phyllis Jean Akins, niece of Mary M. Bradfield, Bolckow, Mo. Phyllis, age 7, is pictured here with some of the large Sweet Bermuda onions raised from plants they purchased from me. (See Onion Plant Offer on next page.)



"Dat Am Sure Good"

And it should be. That's the Hearts of Gold melon that little 4 year old Russell Unkefer of Waynesburg, Ohio, is eating. (Look at those eyes.) He's the grandson of Mrs. Myrtle Weaver of Waynesburg. If you want some Hearts of Gold melons just like Russell's, here are the postpaid prices: 1 oz. 10c; 1/4 lb. 30c; 1/2 lb. 50c.

Pictured above is Kenneth Brown, son of Mrs. A. L. Brown, Algona, Iowa. He is shown bringing in a head of cabbage from his mother's nice vegetable garden that she raised from my seed.



Look at that heavy crop of peas on this Little Marvel vine I'm holding. Notice these big baskets full of peas grown on my own farm right here at Shenandoah.



Mrs. May's Garden Gay Flower Seeds

ORDER NO. SN91

I've always liked the annuals but last year the Petunias, Zinnias, Marigolds and Morning Glories were so lovely, so brilliant and beautiful that I want to urge my friends to plant annual flowers every year. In this offer you get 12 big, full size packets for only 50c postpaid. They bloomed for me last year clear down until a heavy freeze in November. These varieties listed below are Mrs. May's choice. They are the very best varieties for cutting. I urge you to order now.

ZINNIA—Calif. Gt. Mix	COSMOS—Sensation Mix
PETUNIA—Balcony Mixed	ASTERS—W. R. Mam. Mix
SNAPDRAGON—Rust Proof Mix	COCKSCOMB—Feather Flame
MARIGOLD—Sunset Giant	LARKSPUR—Gt. Imp. Mix
NASTURTIUM—Gleam Hybrids	VERBENA—Choice Mixed
SWEET PEAS—Spencer Mix	TRUMPET FL.—Tall Mixed

**12 BIG, FULL SIZE
PACKETS, FOR ONLY
50c
(Reg. Cat. Value \$1.20)**

NEVER TOO EARLY
You can plant your early peas whenever the ground can be worked.

YOUR GARDEN, FRUITS AND FLOWERS IN THIS WAR TORN WORLD

A GREAT DEAL OF OUR NATIONAL STRENGTH DEPENDS ON THE VEGETABLE GARDENS OF AMERICA. We quote L. C. Grove of Iowa State College, who said in part in a talk over KMA, "We are faced with the worst scourge that ever has come upon the face of the earth—Totalitarian War. Men, women and children everywhere are potentially on the battlefield. Fearlessness under such conditions is half the battle. Let us make gardening one means of national defense. Your home is an important unit in national defense. Health has been singled out by our government as one of the major problems in national defense. Growing children need an abundance of vegetables and fresh fruits in their diet. They may not get them unless you grow them."

"The growing of ornamental plants and flowers will better enable you to keep in mental health. Physicians have recognized the great value that growing flowers has upon mental patients. Let us play our part in national defense by carrying on a more complete gardening, flower and fruit program here in the Farm Belt." LET US BE PREPARED. IT IS LATER THAN YOU THINK.

EARL MAY'S MAYPARK FLOWER GARDEN

TOP NOTCH ZINNIA COLLECTION

ORDER NO. SN48

Large dahlia-flowered blooms 4 1/2 to 5 inches across. One packet each of the 4 colors below:

1 Pkt. Bright Pink	1 Pkt. Fire Flame
1 Pkt. Deep Purple	1 Pkt. Golden Orange

(Reg. Cat. Value 40c)

4 BIG PACKETS, ONLY

**17c
POSTPAID**

POSTPAID

THIS IS IMPORTANT TO YOU

EARL MAY'S NURSERY STOCK IS GUARANTEED TO GROW
See Page 1

EARL MAY'S BEST DOZEN ROSES

ORDER No. SN530

Guaranteed to bloom this summer. All hardy, vigorous and easy to grow. Our best 2 year budded, outdoor nursery grown plants. Includes:

1 Ami Quinard	1 Edith Nellie Perkins	1 McGredy's Scarlet
1 Briarcliffe	1 Etoile de Hollande	1 Mrs. P. S. Dupont
1 E. G. Hill	1 K. A. Victoria	1 Gruss an Teplitz
1 Talisman	1 President Hoover	1 Joanna Hill

YOUR CHOICE OF SIZES ALL POSTPAID TO YOU

2 Year Super Giant Size	2 Year Extra Select Size	2 Year Super Jumbo XXX Size
All 12 Only	All 12 Only	All 12 Only
\$4.75	\$3.50	\$5.50

JAPANESE BARBERRY
20 FT. HEDGE (20 Plants) \$1
Prepaid, 12 to 18 inch Size—For Only

AMOOR RIVER PRIVET
20 FT. HEDGE (20 Plants) \$1
Prepaid, 12 to 18 inch Size—For Only

EARL MAY'S Plum Thicket

ORDER No. SN651

Plums like company of their own class. Plant several varieties and they will cross-pollinate one another. There'll be plenty for yourself and all your neighbors, too.

1 SAPA	1 WANETA
1 MONITOR	1 RED WING
1 GOLDEN MINNESOTA	

All 5 husky 3-5 ft. trees
Prepaid for Only \$1.89

You can have the same 5 varieties in Big, Jumbo "Quick Crop" plum trees, 5-7 ft. size (will start bearing earlier than smaller size) for only \$2.49. Not Prepaid.

EARL MAY'S "QUICK CROP" PLUMS

EARL MAY'S HEAVY ROOTED AMOOR RIVER PRIVET

21st

ANNIVERSARY "GUARANTEED TO GROW" NURSERY STOCK OFFERS

(SEE MY NURSERY STOCK GUARANTEE — PAGE 1)

EARL MAY'S NURSERY STOCK IS WELL GRADED

You know this means a lot more than just the words, "well graded." It means that we will send you good, strong, well-rooted plants with good, thrifty, vigorous tops. Our own experience has taught us that that's the kind that takes hold and makes a good root growth and produces a good top growth. This means more flowers, more fruits—and that is one of many reasons why my nursery stock has done so well and received so much praise throughout the U.S.A.

BIG YIELD PEACH ORCHARD

ORDER No. SN686

8 Peaches of these 6 Leading Varieties . . .
Thrifty, Big Yielding Trees.

1 Champion	2 J. H. Hale
2 Elberta	1 Hale Haven
1 Golden Jubilee	1 Rochester

YOUR CHOICE OF SIZES	
8 trees, Postpaid, 2 to 3 ft. Economy size . . .	\$1.00
8 trees, Postpaid, 3 to 4 ft. size . . .	1.75
8 trees, "QUICK CROP" 4 to 6 ft. size . . .	2.35

Not Prepaid

Mrs. May's Pie Orchard

ORDER No. SN688

Plant "Quick Crop" Cherry Trees

I urge every person who reads this to order these 5 big, husky "Quick Crop," 5 to 6 ft. size cherry trees, on the Hardy Mahaleb roots. Will start bearing earlier than smaller size.

2 Montmorency	1 English Morello
1 Early Richmond	1 Yellow Glass
5 trees, 5 to 6 ft., "Quick Crop" Size, NOT PREPAID (You Save 57c) . . .	\$2.95
5 trees, 4 to 5 ft., NOT PREPAID (You Save 50c) . . .	2.49
5 trees, 3 to 4 ft., PREPAID (You Save 47c) . . .	2.29

KITCHEN GARDEN

ORDER No. SN407

50 Giant Mary Washington Asparagus AND 12 Giant Victoria Rhubarb.

For Only

\$1.00
Postpaid

EARL MAY'S TOP-NOTCH PEAR COLLECTION

Another 21st Anniversary Special

ORDER No. SN449

Includes: 1 Bartlett—Famous for eating and canning. 1 Keiffer—Giant-sized winter pear. 1 Mendel—New, super-hardy pear. 1 Sackel—The famous sugar pickling pear. The "Quick Crop," 5 to 7 ft. size, will start bearing earlier than the smaller sizes.

YOUR CHOICE OF SIZES

4 Big, 3 yr. Healthy, Well-Rooted Trees—"Quick Crop" Size . . .	\$1.95
4 Trees, 3 to 5 ft. Size, Only . . .	\$1.49

Not Prepaid

\$1.65

Not Prepaid

ALL COLOR GRAPE COLLECTION

ORDER No. SN448

4 Concord—Black	1 Niagara—White
2 Caco—Red	1 Fredonia—Black
8 Extra Select, 2 Yr. Vines, Postpaid for only . . .	69c

LATHAM RED RASPBERRIES

ORDER No. SN412

35 Plants—Extra Select Size, Postpaid for Only . . .	\$1.00
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LOMBARDY POPLAR SPECIAL

ORDER No. SN717

12 BIG 3 FT. TREES * POSTPAID FOR ONLY . . .	\$1.00
1 Chinese Yellow Rose FREE	

Cumberland Black Raspberries

ORDER No. SN410

30 Plants—Extra Select No. 1 Size—Postpaid for Only . . .	\$1.00
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FAMILY GRAPE VINEYARD
ORDER No. SN447
6 Concord
2 Fredonia
2 Caco
2 Moore's Early
12 Extra Select, 2 Yr. Vines
Postpaid for Only . . . \$1.00

BABY CHICKS



Here I am on my poultry farm with "Dixie" (my pet dog) and some of my growing Pedigreed White Rocks and White Leghorns.

ALL CHICKS YOU GET FROM ME WILL BE FROM U. S. APPROVED, U. S. PULLORUM TESTED FLOCKS AND HATCHED IN U. S. APPROVED HATCHERIES

The National Poultry Improvement Plan imposes rigid requirements for flock selection, for testing for pullorum (B.W.D.), and for maintaining sanitary hatcheries. Flocks and hatcheries meeting these rigid requirements are bound to produce better chicks and the fact that all chicks you get from me are from U. S. Approved, U. S. Pullorum Tested Flocks and Hatched in U. S. Approved Hatcheries is your assurance that these chicks are produced under the most favorable conditions.—Earl E. May.

MAY-WAY QUALITY

The name "May-Way" baby chicks has come to mean the HIGHEST QUALITY to many thousands of poultry raisers here in the great Middle West. I am proud of this reputation and it is a matter of personal pride to see to it that each year this high standard is maintained and improved. Year after year new blood is added, more careful culling is done, using all the latest methods of accepted practice. So remember, whenever you want the highest quality, chicks at the lowest price—get May-Way.

TESTIMONIAL

January 7, 1941.

Dear Mr. May:

The 670 chicks I got from you last year just could not be beaten. They surely were the best chicks we ever had, and another thing—you gave us a square deal.—John F. Young, Byron, Nebraska.



ANOTHER VIEW OF MY PEDIGREED WHITE ROCKS AND WHITE LEGHORNS

SEE BABY CHICK PRICE LIST ENCLOSED

To My Poultry Friends: I like poultry. I like baby chicks and I have always been interested in watching them from the day-old size clear on up through to maturity and then watch the egg records. I am confident there isn't anything that is raised on the farm or in the town where you have room that keeps you as interested or gives you any greater per cent of cash profit than poultry. True—there is considerable work to it but there is work to anything that is worthwhile.

Poultry today is a lot different than it was 25 years ago. It has progressed a great deal since the old days. You should get baby chicks from high producing strains. I hope you will read what I say about the various steps of production and development of May-Way Baby Chicks and give me the opportunity of furnishing you your baby chicks. I know I have the kind that you will be proud to own. Write to me about baby chicks and tell me how many you are going to raise this year.—E. E. M.

ONLY 1c PER CHICK WILL BOOK YOUR ORDER!

ALL BABY CHICKS PREPAID TO YOU

All baby chicks are shipped by Prepaid Parcel Post or Prepaid Express in the latest type boxes. No additional transportation charges to pay when your chicks arrive.

Only 1c Per Chick down payment will book your order regardless of how many chicks you order. You can send me the balance anytime up to 10 days before shipping date or I will ship C.O.D. for the balance due, whichever you prefer. See price list enclosed.

EARL MAY'S OWN PEDIGREED WHITE LEGHORNS AND WHITE ROCKS

White Rocks and White Leghorns are my specialties and I have been breeding them on my own experimental farm for the past 13 years. Thousands of visitors have seen these birds. They are bred up for large size, large eggs and lots of them. Every single hen on this farm is under trapnest supervision which requires hourly attention. Before a hen is accepted as a breeder she must meet the most rigid requirements as to number of eggs laid, size and shape of the hen herself, trueness to type, the livability of herself and also her immediate family, quickness of maturity, in fact, every single factor to be considered in striving for the perfect hen is observed and noted. By owning this breeding farm and having these flocks constantly under trapnest I have developed a fine strain of White Leghorns and White Rocks.

SPECIAL MATING WHITE LEGHORNS

For 7 years every hen and pullet, between 700 and 800 yearly, has been on a total trapnest program from the day they started to lay until the end of the year. The foundation stock was from high producing hens. The baby chicks in the Leghorns were from 300 egg hens and their sires were 300 egg males. These Special Mating birds are all on trapnest today. There has never been a White Leghorn or White Rock hen in my chicken house, of my own, that hasn't been pedigreed or made a trapnest record. Every male bird in my Special Mating White Leghorns for many years has been from 300 egg blood ancestors and this year is no exception. Every egg set from my Special Matings will weigh 24 ounces per dozen or better. For the reasonable price I am asking, I do not believe you can secure better laying stock anywhere. As the supply is naturally limited, I urge you to place your order at once. Here are the prices: Straight Run, each 15c; All Pullets, each 30c; All Cockerels, each 15c.

MAY-WAY SUPER FLOCK MATING WHITE LEGHORNS

They have been made possible because of the many years of trapnesting Special Matings. They're the big type Leghorns, of course. They lay big eggs and lots of them. These Leghorns have been bred up to be attractive looking but the principal thing they will do is lay a lot of eggs for you. The females in these Super Flock Matings have not been trapnested but their ancestors have been for years. The male birds are big, husky fellows and every one of them from 250 to over 300 egg blood lines. All eggs set in this grade must weigh 24 oz. or more per dozen. I highly recommend these Super Flock Matings as one of your very best purchases.

Here are the prices: Straight Run, each 11c; All Pullets, each 23c; All Cockerels, each 11c.

SPECIAL MATING WHITE ROCKS

These are mammoth birds, both the hens and the male birds. The male birds in this mating will weigh from 8 to 10 lbs. The big White Rock hens will weigh from 6 to 8 lbs. apiece and some even more. My White Rock breeding program, under trapnest supervision, has run for six years. Every hen and every male bird in this Special Mating is pedigreed and the foundation stock has been pedigreed and trapnested for many years before that. The male birds that head these flocks of my pedigreed Special Matings are every one from a hen that laid no less than 200 eggs and some as high as 270. I can recommend baby chicks, from these birds, to you. All eggs set weigh 24 oz. or more per dozen.

Here are the prices: Straight Run, each 16c—(No Sexing of these).

MAY-WAY SUPER FLOCK MATING WHITE ROCKS

I can't help but just keep telling you about these great birds. "They have taken the country by storm." The hens in these May-Way Super Flock Matings are beautiful birds. They're large husky hens and pullets, mated to big husky cockerels carrying the same bloodlines as my Special Mating White Rocks. The hens are not under trapnest but are from those bloodlines. These birds have size, vigor and true Rock type. Because of my many years of trapnesting I can now offer you these Super Flock Matings at a price that anyone, who wants the best in egg-laying and fine birds with a great background, can afford to pay. You can place your orders with confidence that the chicks from these May-Way Super Flock Matings will develop into the finest type of White Rocks. Friends, remember this, we have placed many generations of my trapnested pedigree males to head these flocks, and the hens and pullets are the same high quality, egg bred bloodlines. All eggs set in this grade must weigh 24 oz. or more per dozen.

Here are the prices: Straight Run, each 11c; All Pullets, each 15c; All Cockerels, each 15c.



102 YEARS YOUNG

This is Mr. John W. Burks of Beatrice, Nebraska. He will be 102 years old this month. He is shown here with the flock of chickens he purchased from me last year.

MAY-WAY BEST GRADE CHICKS

Stock from the finest bloodlines of national prize winners can be found in May-Way Best Grade flocks. Bloodlines from 200 and up to 300 in the White Rocks, White Wyandottes, Barred Rocks and S. C. Reds, and from 200 to over 300 eggs per year in White Leghorns. Thousands of dollars have been spent to improve the May-Way Best Grade flocks—not just this year or last year but for many years past. There are over 1,000 R.O.P. sired and pedigree sired males in the flocks of White Leghorns, White Rocks, White Wyandottes, Barred Rocks and S. C. Reds. You naturally want birds that will mature rapidly and lay lots of winter eggs. That's what May-Way Best Grade chicks will do for you. All eggs set in this grade must weigh 24 oz. or more to the dozen. For prices see price list enclosed.

MAY-WAY

EXTRA SELECT GRADE CHICKS

This grade is between our Select and Best Grade. For detailed explanation and prices see enclosed price list.

MAY-WAY

SELECT GRADE CHICKS

Here is a dandy bunch of birds. Strong—healthy. These Select Grade chicks are very popular and are big sellers. For detailed explanation and prices see enclosed price list.

FREE BUFFALO TOMATO SEED

I want to know what your Baby Chick plans will be for this year. To all of you who will write me a card or letter and tell me How Many and what variety of chicks you plan to buy this year, I will send one big packet of the New Buffalo Tomato seed ABSOLUTELY FREE. This is good for a limited time only, so act promptly.

MAY-WAY SUPER FLOCK MATING WHITE ROCKS

EARL MAY'S GUARANTEE
100% LIVE DELIVERY GUARANTEED
We guarantee 100% live delivery of strong, live chicks, true to breed and name. All chicks shipped by prepaid express or parcel post.

Special—THIRTY-DAY GUARANTEE—Special
On Special Mating, May-Way Super Flock Matings and May-Way Best Grade Chicks, we will replace once at one-half the original purchase price, all chicks over 5% that die from natural causes during the first thirty (30) days. All claims must be made in writing within forty (40) days after receipt of chicks.

GUARANTEE ON SEXED CHICKS
We Guarantee 95% accuracy on all sexed chicks. If you receive over 5% cockerels in Light Breeds, we will refund you the difference between the price of cockerels and pullets on all cockerels over 5%. On Heavy Breeds, if you receive over 5% pullets or cockerels, we will refund the difference between the price of pullets or cockerels and unsexed chicks. All claims on Sexed Chicks must be made within sixty (60) days after the receipt of chicks.

EARL MAY'S MAYGOLD HYBRID SEED CORN



PROOF OF PERFORMANCE IN IOWA

I want you to look at these outstanding yield records that MAYGOLD Hybrids and STATE CERTIFIED Hybrids have been making in 1940 Yield Tests in different Iowa counties.

PAGE COUNTY — (2 Plots)

MAYGOLD 49 was first in 24 entries in the Page County Yield Test with an average yield of 85.2 bu. to the acre.

MILLS COUNTY

MAYGOLD 49 ranked fourth out of 62 entries with a yield of 73.97 bu. to the acre. In the same plot U. S. 13 made 72.35 bu. to the acre, and MAYGOLD 39 made 71.06 bu. to the acre.

AUDUBON COUNTY — (2 Plots)

U. S. 13 ranked second out of 36 entries, yielding an average of 101.3 bu. to the acre. MAYGOLD 49 was third with an average yield of 99.4 bu. to the acre. ILLINOIS 960 was fourth with an average yield of 98.8 bu. to the acre.

RINGGOLD COUNTY

In a Corn Yield Test conducted by the Vocational Agricultural class at Mt. Ayr, MAYGOLD 49 ranked third in 20 entries with a yield of 82.9 bu. to the acre. U. S. 13 was fourth, yielding 82.5 bu. to the acre.

CASS COUNTY

MAYGOLD 49 ranked fourth in 27 entries with a yield of 104.5 bu. to the acre. Test Plot was at the Earl Zellmer field. IOWA 939 yielded 103 bu. to the acre in this same plot.

PLYMOUTH COUNTY

Out of 65 entries MAYGOLD 49 was third with a yield of 94.68 bu. to the acre. MAYGOLD 39 was fourth with a yield of 93.69 bu. to the acre. MAYGOLD 29 yielded 91.79 bu. to the acre. Test Plot was on the Lloyd Weidauer farm southwest of LeMars.

CEDAR COUNTY

MAYGOLD 39 made a yield of 108.3 bu. to the acre at the Corn Yield Test — Mechanicsville.

WEBSTER COUNTY

MAYGOLD 39, in Webster County Yield Test, ranked first in 49 entries with a yield of 86.27 bu. to the acre.

CRAWFORD COUNTY

In a Test Plot on the Hans Bohnker farm, Hanover Township, MAYGOLD 39 was first out of 36 entries, yielding 100.07 bu. to the acre. MAYGOLD 49 was third with a yield of 99.44 bu. to the acre.

GREENE COUNTY

In a Test Plot, conducted by the Greene County 4-H boys and Farm Bureau cooperating, MAYGOLD 39 yielded 102.42 bu. to the acre, MAYGOLD 29 yielded 93.78 bu. to the acre, and MAYGOLD 49 yielded 93.16 bu. to the acre. There were 42 hybrids competing and the next best hybrid in this plot yielded 89.54 bu. to the acre.

CERRO GORDO COUNTY

MAYGOLD 29 was first in 45 entries, yielding 90.72 bu. to the acre. This County Yield Test was made on the Earl Dean farm.



ABOVE: A picture of this kind clearly shows you the strength of Maygold Hybrid stalks. These stalks are holding three large men, totaling 510 lbs. This proves that Maygold corn has sturdy stalks that will withstand the punishment of storms and high winds. These are the kind of stalks you get when you plant Maygold Hybrid seed.

MAYGOLD HYBRIDS Are Guaranteed 90% Germination or Better—Are Actually Running 95% to 98% With 14% Moisture Content

Maygold Hybrids have been bred up to produce big, long, heavy ears with a high shelling percentage. The grains are rich in protein and feeding value. The large germ cells run strong in fats and minerals that make for profitable feeding. No hard, flinty kernels. They are the HYBRIDS for you.

MAYGOLD 49

It's a great corn with a wide adaptation. It will mature in about 115 days. Big, single ear type of medium size. Deep, golden yellow grains that are definitely not flinty. It does well on hill land as well as low land. Holds its ears either for hand or machine picking. Has great hybrid vigor for yield. Practically no ear dropage. It's adapted to all of Iowa except for the last two tiers of counties in northern Iowa. Adapted to all of Nebraska. Can be planted from the northern boundaries of Illinois as far south as Quincy and Decatur. Will go south as far as Kansas City, Missouri and a line due east and west. Buy Maygold 49 on my recommendation. For prices see enclosed price list.

MAYGOLD 39

Here's another great Maygold number. A single ear Reid's Yellow Dent type. Matures in about 120 days. The ears are filled with long, rich, thick, orange colored kernels. It is not flinty. The stalks are strong and straight. Has high resistance to drought and insect troubles. It does well on both hill and bottom ground but we particularly recommend it for rich bottom ground. It is adapted to the territory from Boone, Iowa, south. In Nebraska it should be planted from Fremont south. In Illinois — far north as Malone, Ottawa and Morris. For prices see enclosed price list.

MAYGOLD 29

Here is a 100 to 105 day corn that's a high yielder and quick starter in the spring. Has a small cob with big, deep yellow kernels and is not flinty. MAYGOLD 29 holds its ears well and works good with either mechanical or hand picking. Highly resistant to disease and is an easy feeding corn. Will go as far north as the Minnesota line and as far south as Boone, Ames, Cedar Rapids and a line due east and west across the state of Iowa. For prices see enclosed price list.

STATE Certified Hybrid

FOR ONLY \$2.50 PER BUSHEL

This is 1939 crop round Hilldrop U. S. 44 (State Certified) that will germinate 97% or better. One bushel of this corn will plant about 10 acres so in reality you pay only 25c for one acre of hybrid corn. I'll put the same backing and same guarantee on this corn as I do all the rest.

—E. E. M.

MAYWORTH STATE CERTIFIED AND FEDERALLY ORIGINATED HYBRID SEED CORN

Mayworth State Certified and Federally Originated Hybrids are "tops." The name "Mayworth" on a bag of State Certified corn means that in that bag is a corn upon which you can rely. Every bag of Mayworth State Certified Hybrid Corn will carry the official State Certified hybrid corn tag. It is your guarantee that in this sack is corn that has had years and years of the finest efforts put back of the inbreeding and developing work.

U. S. 13

This great hybrid won the Grand Championship prize, in 1939, at the International Hay and Grain Show in Chicago in both the 10-ear yellow class and shell class—the first time a hybrid had ever done this in the life of the corn shows. This is a wonderful corn. Not uncommon to see U. S. 13 running 90 to 95 up to 112 to 115 bushels to the acre. 120-day corn. A single eared hybrid with rough, deep, rich golden colored kernels. A great yielder. Stands up well. It's a Reid's Yellow Dent type with a high feeding value. It is adapted to southern Iowa, northern Missouri and can be planted as far north as Highway 30 in Iowa and the Lincoln Highway in Nebraska. For prices see enclosed price list.

IOWA 939

Here is one of the grandest corns that, I think, has ever been developed. It matures in about 110 to 112 days and has won highest honors given to any hybrid. Winner of the Banner Trophy in the 1939 Yield Test in the northern section. It won't yield as much as U. S. 13 or Maygold 39 and 49 but it is a great utility corn. It is a single ear type with deep, yellow grain and it has the widest adaptability of any corn we know. For thin upland it is one of the top-ranking hybrids. Has high resistance to drought. It will go north in Iowa to Highway 18 or up around Spencer, Algona, Mason City and McGregor. It's good all over the entire state of Nebraska and is one of the top-ranking hybrids. For prices see enclosed price list.



INDIANA 608

This is a beautiful corn—a big yielder and is a medium early variety or 112-day corn. Many say it is now replacing Iowa 939 as it goes in exactly the same territory. It is a quick starting corn in the spring and does not drop its ears. A soft, easy feeding and big yielding corn. In a three year average in northwestern Indiana it averaged 100.4 bushels per acre. Ours is the genuine 608 and is certified by the Iowa Crop Improvement Association. For prices see enclosed price list.

ILLINOIS 960

I still claim that this is one of the greatest corns. It's a great yielder, being a two eared hybrid maturing in about 120 days. There are many people who wouldn't have anything else. The seed crop is short this year, so if you want Illinois 960 would suggest that you order it at once. It will go as far north in Iowa — Des Moines. In Nebraska it goes north to Wisner, Pilger, and Bancroft. Also good in northeastern Kansas and north central Missouri. For prices see enclosed price list.

U. S. 44

Here's another mighty good hybrid that matures in 112 to 115 days. It's Krug type and shells out one of the heaviest yields of all the hybrids. Stalks are sturdy and heavy. It's quick and easy to husk. Has outstanding yield records in the official state trials. Goes — far north — Highway 20 or in line with Sioux City. Goes south as far as St. Joseph and Hannibal, Missouri. See special offer on round Hilldrop below, left. For other prices see enclosed price list.

U. S. 35

It's another great top-ranking hybrid because it has a very high yield, a low ear dropage and especially high feeding qualities. This corn has three of the same inbred lines — U. S. 13 and is built for lighter soils. It matures in 118 to 120 days. Is easily harvested either by hand or machine. Will go north to either Sioux City, Waterloo or Fort Dodge. Can be planted south into Missouri down around Hannibal and St. Joseph. We sincerely recommend this great Federal number to you. For prices see enclosed price list.

IOWA 13

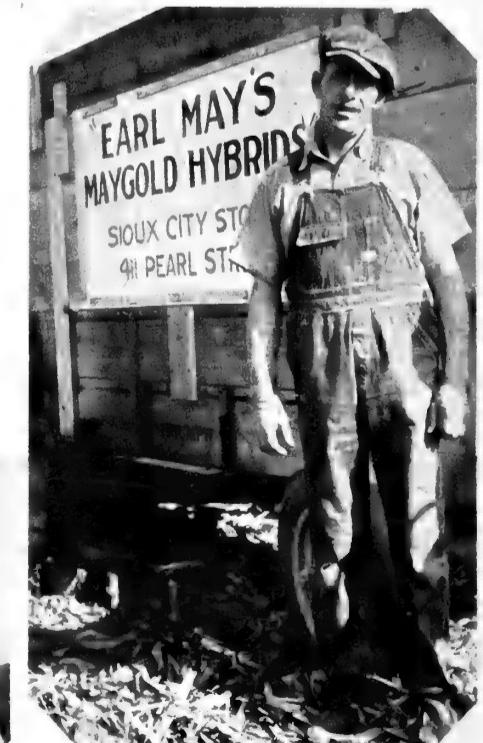
This corn has proven itself as a great yielder. It is a single ear variety and during the drouth years of '34 and '36, in southern Iowa, it was the outstanding corn and is still an outstanding corn. In a yield test this past year in Crawford County, Iowa, Iowa 13 was second to Maygold 39 in a field of 36 competing varieties and made a yield of 99.51 bushels to the acre. It is particularly adapted to southern Iowa. For prices see enclosed price list.

IOWA 931

Here's a great 90 to 100-day yellow corn for northern Iowa. Thousands of farmers, who have planted it, rely on it. We have a fine lot of State Certified 1940 crop seed. For prices see enclosed price list.

WE ARE GROWERS OF HYBRID CORN

We know from our own hard earned experience that there is only one way to have a winner in HYBRID CORN. That is to have the very finest inbreds that produce the things that every farmer wants in a corn. Namely: High feeding value, a corn that is not hard and flinty, low ear dropage and stalks that will stand up. The next big step in that program is isolation and detasseling until not a trace of a tassel can be found in the female rows of the field. The results produce hybrid vigor, which insures you success with that hybrid on your farm. We grew several hundred acres of corn this year ourselves, not only Maygold numbers but State Certified numbers as well. We know we have what you want in a hybrid corn.



ABOVE: This is Otto Sorenson, Nebraska's 1939 corn husking state champion. When this picture was taken Mr. Sorenson was just ready to start slinging ears into his wagon at the 1940 Nebraska Corn Husking Contest at Dakota City.

LEFT: Here's a picture of our Hybrid Corn Booth at the 1940 Nebraska Corn Husking Contest, held at Dakota City last fall.

Earl May's 1941

FARM SEEDS

**ALL MY ALFALFA AND CLOVER SEEDS
ARE ELIGIBLE FOR AAA PAYMENTS****MAYWORTH ALFALFA
SHOULD BE ON EVERY FARM!**

MY ALFALFA SEED IS U. S. VERIFIED AS TO ORIGIN AND TAGGED ACCORDINGLY. Friends, my own experience over all of these years is this: Every farmer wants alfalfa seed that is hardy, of high germination and purity. Like certified seed potatoes, alfalfa seed should be purchased with the same thought as to its origin. Verified alfalfa seed is your assurance of its true origin. I urge every farmer who plants alfalfa to select hardy strains of verified origin. It will be your cheapest and best insurance. Verified origin traces the seed back to the producer. Every full bushel bag of alfalfa seed will be sealed and carry a red and white verified tag. This tag says: "U. S. Verified Origin Seed." On the front of the tag it states that this is a verified origin seed certificate, issued by authority of the U. S. Department of Agriculture. This certifies that a Federal Seed inspector has examined the necessary records and has verified the origin of this lot of alfalfa seed.

ALFALFA — BROME GRASS

Extensive experiments carried on by various State Colleges and Experiment Stations here in the Middle West have brought out conclusively and definitely that a combination of alfalfa and Brome grass in the right proportion is the permanent solution to the pasture problem.

My advice to you is to get a permanent pasture started. Don't put it off until this fall or next spring—do it this spring. And as for the proper amount of each to use I would say to sow about 10 lbs. of Brome grass and 5 lbs. of alfalfa to the acre. Sow it early in the spring—just exactly the same as you would straight alfalfa. That is, sow the seed broadcast on well prepared soil and roll it in with a corrugated roller. If you sow the seed alone, without a nurse crop, it probably will be necessary to clip it a couple of times the first summer in order to keep the weeds down, but I believe you will have better luck using one-half bu. oats to the acre and put the whole works in just as early in the spring as is safe to plant oats. Then as soon as the oats get up 4 or 5 inches high, turn on just enough livestock to keep the oats from heading out. The oats will make a good pasture until the middle of June and by the time the oats are gone the Brome and alfalfa will be up to where they will make plenty of pasture the rest of the first year. After the first year you can actually figure on each acre carrying 3 head of livestock from early spring until late fall, right through the hot, dry weather of July and August.

As to variety, I would recommend the very best that you could get—My Canadian No. 1 Brome Grass. As to the kind of alfalfa you should use, that doesn't make so much difference but naturally the low-crowned, branching root type like the Grimm and Cossack would probably make better pasture, or my Farm Belt Alfalfa would also do very nicely.

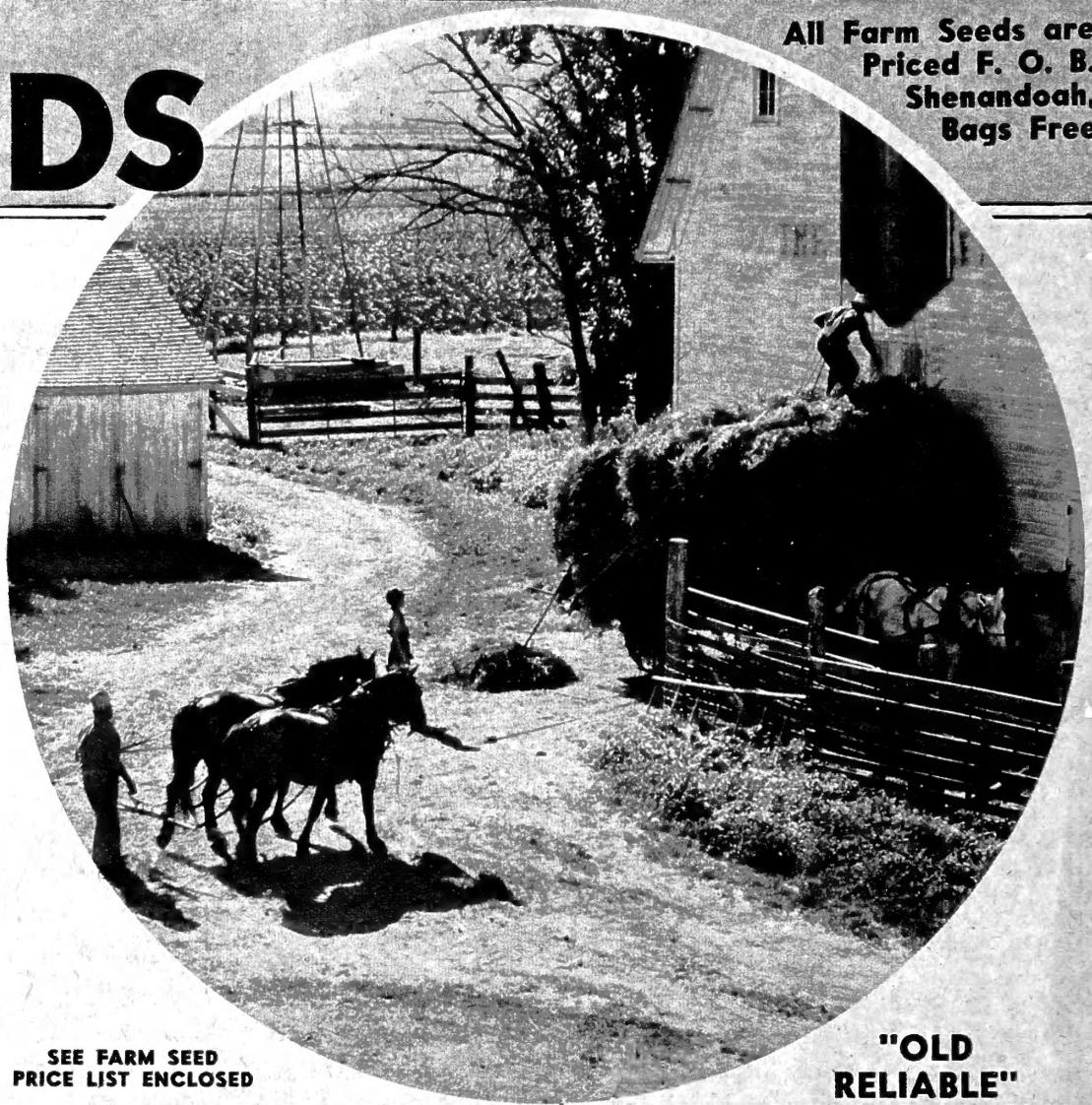
Get a field of Brome grass and Alfalfa mixture started this spring, so that you can forget all those pasture worries that have been troubling you the past few years.—E. E. M. See price list enclosed.

INOCULATE WITH GENUINE NITRAGIN

We sell and recommend Nitragin. We have found Nitragin inoculation to be the best one for our farmer friends and customers to use. Every can is dated for your protection so that you are assured of absolutely fresh, live bacteria. Bacteria count is shown on each can. Simple, easy directions are on each package telling you exactly how to use it to get increased yields and bigger crops. When ordering, always state name of seed. Here are the postpaid prices:

ALFALFA, All Clovers	LESPEDAZA
½ bu. size.....	\$.30
1 bu. size.....	.50
2½ bu. size.....	1.00
	Small (Inoc. 50 lbs.).... \$.45
	Large (Inoc. 100 lbs.).... .65
VETCHES (All Varieties)	
½ bu. size.....	\$.25
1 bu. size.....	.35
1½ bu. size.....	.55
5 bu. size.....	1.50
25 bu. size.....	2.60
	12½ bu. size..... 3.60

SOYBEANS, LIMA BEANS, COW PEAS, PEANUTS	
1 bu. size.....	\$.30
5 bu. size.....	.58
25 bu. size.....	2.60

SEE FARM SEED
PRICE LIST ENCLOSED**"OLD
RELIABLE"
PASTURE MIXTURE**

This special blend of hardy, vigorous growing grasses and dependable legumes exactly fills the bill. If you need to patch up a thin run down pasture or start a new one, sow *Old Reliable Pasture Mixture*. Grows on any type of soil. Look at the price. You'll be amazed at how little it costs you. A bushel will sow 3 to 3½ acres. It's a grand bargain and it's permanent and lasts for years. Good for hay or pasture and builds up your soil. Here are the hardy grasses and dependable legumes it contains: Alfalfa, Yellow and White Sweet Clover, Alsike, Red Clover, White Dutch Clover, Hubam Clover, Brome Grass, Crested Wheat Grass, English Blue Grass, Kentucky Blue Grass, Rye Grass, Timothy, Orchard Grass, Reed Canary Grass, and Red Top. A wonderful seeding for a well-balanced pasture or meadow. See price list enclosed.

FARM BELT ALFALFA

This is a combination of the hardest types of seed. Is taken from the heart of the Farm Belt—the prairie states, including Nebraska, Iowa, Kansas and Colorado. It's high in purity with strong germination and is free from bad weeds. It's an alfalfa that you can put out with complete confidence and secure permanent and profitable results. Sow 15 lbs. per acre, inoculate the seed just before sowing. Here's a real bargain that makes and holds friends. See price list enclosed.

Canadian No. 1 Brome Grass

This seed comes from Canada which is considered one of the very best sources for seed. This seed is very hardy with extremely high quality. It grows about 3 ft. high. Sow 20 lbs. to the acre and sow it with some alfalfa or sweet clover because Brome Grass is a hog for nitrogen. I heartily recommend it to you as hay and as a pasture crop for all kinds of livestock. I also can supply you with Extra Fine Home Grown Brome Grass seed which comes from Nebraska, Iowa and Kansas. See price list enclosed.

VANGUARD OATS

A beautiful hardy Canadian white hybrid oat. The stories that are told about it are almost unbelievable. Farmers in Montgomery County of southwestern Iowa and other parts of the state got some of these oats 2 years ago—paid a high price for them but said they were worth it. They grow waist-high and have been known to yield 80 to 100 bu. per acre. One of the most remarkable yielders of all oats today. One of the outstanding points of this oat is its big, meaty kernel that is high in feeding value. See price list enclosed.

Greatest yielder of all pasture and hay grasses. Plant it after corn planting time when weather and ground are safe and warm. There's a place and a need for Sudan on every Middle West farm. Gives you rich abundant pasture and many tons of hay just when you need it most. That's during the hot, dry summer months when other grasses are scarce or dormant.

Quick growing, sure and dependable. Grows on most any soil and you'll have pasture in about 30 to 40 days after sowing. You can plant as late as July 1st with great success.

My Sudan is carefully selected, new crop, extra heavy seed, free of cane mixtures. You can plant it with complete confidence. It's Texas grown and has a fine reputation for high quality, strong vigorous growth and big yields. See price list enclosed.

**RED CLOVER
HOME GROWN EXTRA FANCY**

Here's a dependable lot of seed produced right here in the Middle West. You can sow it with complete confidence. It's hardy, high yielding and adapted to your own farming conditions. It's the greatest Red Clover value I've been able to offer you in many years. A quality every good farmer will be proud to put on his land. Rates extra high in purity, 99 to 99.50% pure, free of any bad weeds and of strong, vigorous growth. Bright, smooth, well cleaned seed and nice plump berries. Every farmer knows that better seeds mean bigger and better crops and that's what you'll get with my Home Grown Extra Fancy Red Clover. See price list enclosed.

EARL MAY'S NURSERY AND SEED TRIAL GROUND

I am proud of this picture of our Grass Plots on our Nursery and Seed trial grounds here at Shenandoah, Iowa. The short grass I am sitting on is Buffalo Grass. It's used principally today for lawns. It makes rapid growth and spreads almost beyond belief. See page 47 of the big Nursery and Seed Catalog.

SEE FARM SEED PRICE LIST ENCLOSED



PROTECT YOUR GARDEN WITH Earl May's BUG DUST



Include My New Bug Dust in Your Order

Friends, I know from my own experience that my new Multi-Purpose Bug Dust will do the job for you. I use it on my own gardens, berry bushes and roses. Contains Rotenone, a power in combating certain sucking and chewing insects. Non-poisonous to humans and domestic animals when used as directed. Combats certain flower and garden pests. Also fine for strawberry flea beetles, Mexican bean beetles, red spiders, potato beetles, melon worms and cabbage worms. All Prices Postpaid To You.

3 lbs. Bug Dust and Gun	\$1.00	12 lbs. Bug Dust	\$2.95
3 lbs. Bug Dust	.85	24 lbs. Bug Dust	\$5.50

HARVEST HOME VEGETABLE SEED COLLECTION

No.	Reg. Cat. Price
1/4 lb.—BEANS	
1/4 lb.—BEANS	
1/4 lb.—BEANS	
1/2 lb.—SW. CORN	
1/2 lb.—SW. CORN	
1/2 lb.—POP CORN	
1/2 lb.—PEAS	
Pkt.—BEETS	
Pkt.—BEETS	
Pkt.—CARROTS	
Pkt.—CUCUMBER	
Pkt.—CUCUMBER	
Pkt.—CABBAGE	
Pkt.—GREENS	
Pkt.—LETTUCE	
Pkt.—LETTUCE	
Pkt.—MUSKMELON	
Pkt.—PARSNIP	
Pkt.—PARSLEY	
Pkt.—PEPPER	
Pkt.—RADISH	
Pkt.—RADISH	
Pkt.—RADISH	
Pkt.—SALSIFY	
1/4 lb.—SPINACH	
Pkt.—SQUASH	
Pkt.—WATERMELON	
Pkt.—TURNIPS	
Pkt.—TOMATO	
Pkt.—FLOWERS	
REGULAR CATALOG VALUE \$2.10	

30

ORDER NO. SN1001
Different Varieties in All
Postpaid for Only \$1.00

21st Anniversary NURSERY and SEED GIFTS With Your Orders

NURSERY ORDERS

With any \$2.00 to \$3.00 Nursery Order I will send you your choice of one Giant Red Mallow Marvel (Hibiscus) or one lovely, Monarch Hybrid Aquilegia Columbine. Just write on your order, "Send me Free Gift No. 7." Worth 19c each.

With any \$3.00 to \$4.50 Nursery Order, you may select ANY ONE of the 6 Free Gifts below.

With any \$4.50 to \$7.50 Nursery Order, you may select ANY TWO of the 6 Free Gifts below.

With any \$7.50 Nursery Order or up, you may select ANY FOUR of the 6 Free Gifts below.

No. 1—1 EVERBLOOMING RED HYBRID TEA ROSE. Our Selection of variety. 2-year Extra Select Size. Worth 44c.

No. 2—1 PAUL'S SCARLET CLIMBING ROSE. 2-year Extra Select Size. Worth 37c.

No. 3—1 ALL RED DELICIOUS APPLE TREE. Select 3 to 5 ft. Size. Worth 39c.

No. 4—25 CHINESE ELM TREES, 18 in. Size. Worth 39c.

No. 5—12 GORGEOUS GLADIOLUS BULBS. All different. Extra Select Size. Worth 49c.

No. 6—1 FINE NEW PINK DAHLIA. Our selection of variety. Worth 49c.

FLOWER AND VEGETABLE SEED ORDERS

With your Vegetable and Flower Seed Orders you may choose ANY ONE gift listed below with every \$1.00 worth of seed ordered.

No. 1—1/2 lb. EARLY WILT RESISTANT ALASKA PEAS. Worth 20c.

No. 2—1/2 lb. NEW TENDERGREEN BEANS. Worth 18c.

No. 3—12 AMERICAN BEAUTY GLADIOLUS (Big blooming size bulbs). Worth 40c.

No. 4—1/4 oz. GIANTS OF CALIFORNIA ZINNIAS. Worth 25c.

Visit the Earl May NURSERY AND SEED STORE in Your Locality

I want all of you to visit my big Nursery and Seed Stores. Our managers and clerks are always glad to help and serve you. You can go to these stores and get your garden seeds, nursery stock, farm seed, hybrid corn and baby chicks any time this spring or summer. The Earl May Nursery and Seed Stores are located at:

IOWA STORES

SHENANDOAH	
ATLANTIC	100 No. Elm St.
BOONE	512 Chestnut St.
CARROLL	1006 Story St.
CEDAR RAPIDS	110 First St., S. E.
CHARITON	S. W. Corner Square
CHEROKEE	214 West Main St.
COUNCIL BLUFFS	156 West Broadway
CRESTON	226 North Pine St.
DENISON	1326 Broadway
DES MOINES	207 West Walnut
FORT DODGE	517 Central Ave.
HARLAN	Court St.
IOWA FALLS	605 Washington Ave.
JEFFERSON	111 North Chestnut
LEMARS	37 Central Ave. N. W.
MARSHALLTOWN	135 East Main
MASON CITY	216 South Federal
OKLAHOMA	120 First Ave. E.
RED OAK	104 West Main
SIOUX CITY	319 Reed St.
WATERLOO	411 Pearl St.

NEBRASKA STORES

AUBURN	1304 Courthouse Ave.
FALLS CITY	1512 Stone
LINCOLN	1532 "O" St.
NEBRASKA CITY	
NORTH OMAHA	1202 Douglas St.
SOUTH OMAHA	4722 So. Twenty-fourth St.

MISSOURI STORES

CHILlicothe	514 Washington
MARYVILLE	420 1/2 North Main St.
ST. JOSEPH	315 Felix St.

STRAWBERRY SHORTCAKE

All of us like that delicious dish. To really make it good, you need plenty of luscious, sweet strawberries. Friends, here's your chance to get them. I'm going to make you this combination offer so that you, too, can enjoy strawberries as I did last summer. This offer includes 75 plants each of Senator Dunlap and Blakemore, two of the better known strawberries. They say opportunity knocks but once and it's knocking now for you. Think of it, 150 strawberry plants, the finest I have and the kind that will bear heavily for you, for only \$1.00 postpaid. 75 PLANTS EACH BLAKEMORE AND DUNLAP.

ORDER NO. SN10

150 Big Hardy STRAWBERRY PLANTS \$1.00
Postpaid for Only

21st Anniversary Nursery & Seed News

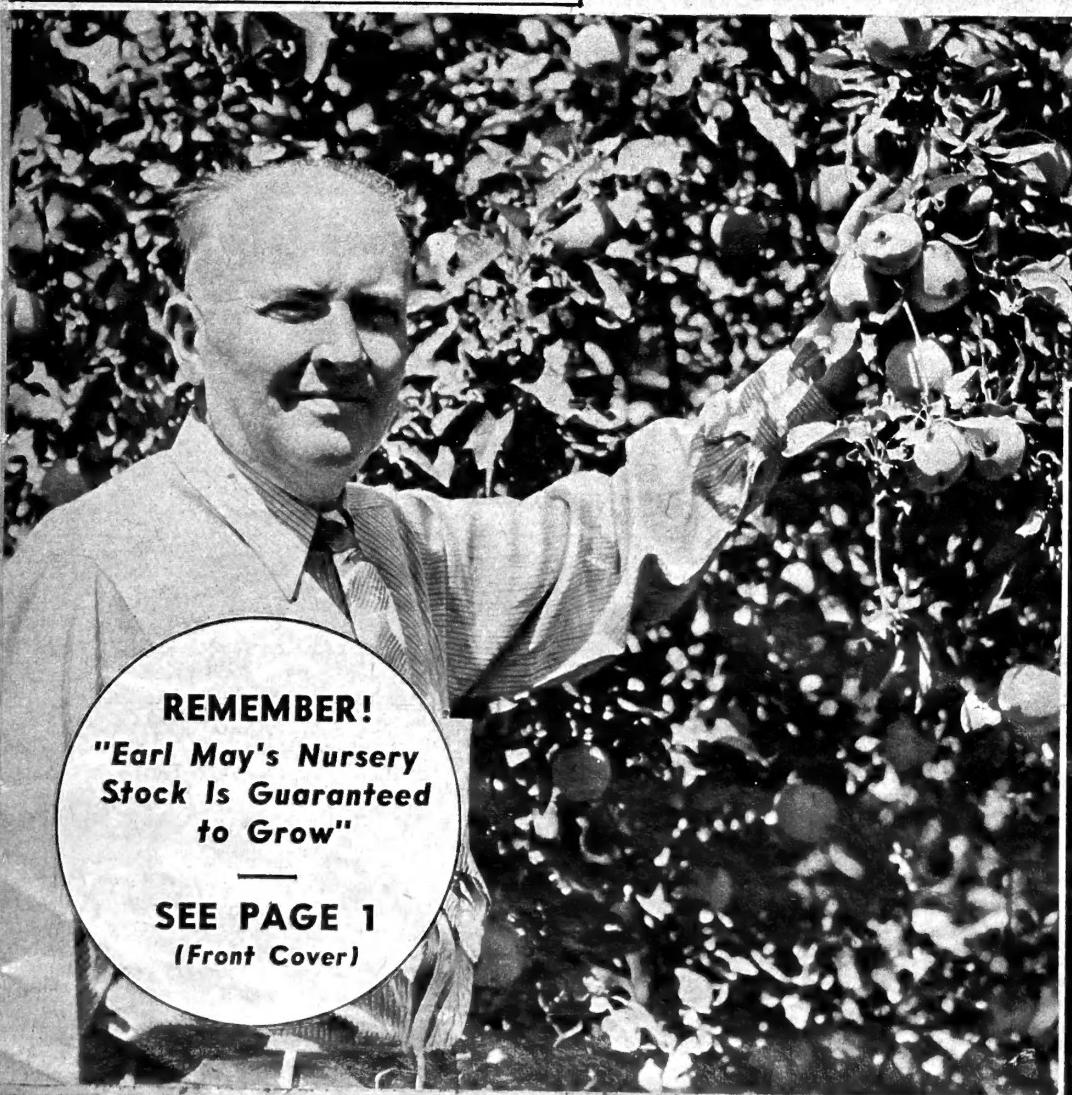
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"Home Planting Headquarters
for the Nation"
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Shenandoah, Iowa

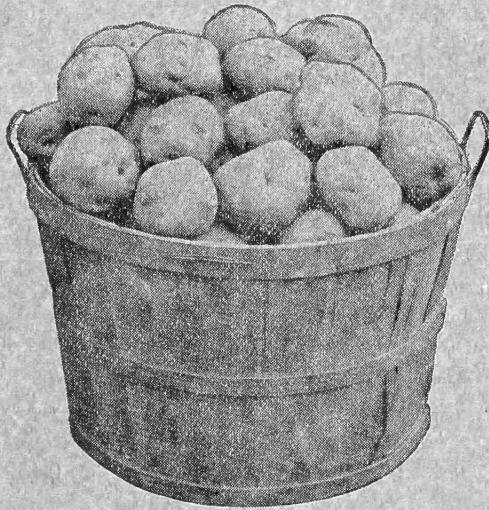
REMEMBER!

"Earl May's Nursery Stock Is Guaranteed to Grow"

SEE PAGE 1
(Front Cover)



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PLANT

Earl May's

CERTIFIED

BLUE TAG SEED POTATOES

Potatoes and bread are the staff of life. Potatoes fried with eggs, potatoes hash-brown with steak, potatoes baked, potatoes boiled, potatoes mashed, potatoes and cabbage, potatoes and pork. My, doesn't that sound good. I don't think there's a family in America today that doesn't eat potatoes. Friends, there's just two things to remember when you grow potatoes. Plant Certified Red River Valley grown seed potatoes. Seed certification requirements are very strict. There must be at least two field inspections and one bin inspection by an authorized State or Federal inspector. These inspections are for the purpose of detecting and eliminating variety mixtures and diseases. Get your seed potatoes from Earl May. Then if you cut them right and plant them properly you will dig plenty of potatoes.

IRISH COBBLER **Genuine Red River Valley Strain** **Certified**

Here's a great potato. It's an enormous yielder. Nicely shaped. Superior flavor. Skin and flesh clean and white. Cooks dry and mealy. Especially attractive for the market. Only about 4 to 6 days later in maturing than Ohio's.

RED RIVER VALLEY OHIOS

Still the best known, most dependable popular early potato. One of the earliest of the market potatoes. Good keeper. Smooth. Extremely early maturity. Highly productive. It has shallow eyes, pink skin, no waste in peeling, makes it popular with good, thrifty housewives. White, firm mellow flesh. A sturdy upright habit of growth. Easy to dig and one of the best for home use. Get the genuine certified Blue Tag Seed potatoes from Earl May.

WARBA

The Best Extra-Early

This fine, new, extra-early potato is not intended to take the place of the Ohio or Cobbler. It's extra-early. It's a heavy yielder. It will be ready for use about one and one-half weeks ahead of Ohio. It has creamy white skin, fine flavor, uniformly round and blocky in form with shallow pink eyes. I would say, "Use these for your extra-early potatoes, but don't rely upon them for your winter keepers. Rely on Ohio, Cobbler, and Triumph for that." There are many prominent potato specialists who will swear by Warba.

RED TRIUMPH

One of the outstanding varieties of potatoes that can be grown over a wide territory here in the Central West. The nice thing about this variety is its extreme earliness. Often makes potatoes large enough to dig in 8 to 9 weeks. Red Triumph is very hardy and is a heavy yielder too. Will often yield as much as the later types of potatoes. This is really something for a variety that is normally early. They're round, reddish-pink in color and have shallow eyes. They're fine-grained and cook up very mealy. A lot of the merchants in the towns throughout the Central West really prefer these because of their fine appearance.

YOU CAN'T AFFORD TO PLANT BACK YOUR OWN POTATOES

They go down in yield and you get too many runts. Plant blocky seed pieces as these are preferred to the wedge shaped pieces. Each seed piece should contain one or more healthy eyes. Plant 3½ to 4 in. in depth. Light sandy loam soils warm up quicker, and you can plant deeper than in heavy-type soil. The rows should be about 32 to 40 in. apart and pieces from 15 to 18 in. apart in the row. Folks—everybody who has a lot or a back yard not in use, and every farm should have a big potato patch. You'll need those potatoes the coming year. Plant only Certified Blue Tag Seed purchased from Earl May, and get a bumper crop.

LOOK!

The University of Missouri reports that on a 6 yr. trial on certified Cobblers against local common stock, certified Cobblers produced 23.8 bushels more to the acre. Also there were far less culs in the potatoes grown from certified seed. Professor Fitch of Ames says, "Potatoes planted back the second year, and grown the third time in Iowa will go down 50% in yield."

I think everybody agrees that certified seed potatoes are more productive. Plant them and have a sure crop and a big crop. Plant nothing but Blue-Tagged, Certified Seed stock from the Red River Valley. And get them from Earl May, either by mail or at Earl May's Nursery and Seed Stores.

EARL MAY'S CERTIFIED BLUE TAG SEED POTATOES AT THESE LOW PRICES

Per 25 lbs. 60c Per 50 lbs. \$1.15 Per 100 lbs. \$2.25

All F.O.B. Shenandoah or Your Nearest Earl May Store

EARL E. MAY SEED COMPANY

"Home Planting Headquarters For The Nation"

Shenandoah, Iowa Date _____

NOTE: All members of the same family should order under the same name, preferably the head of the family.

**I Pay The
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On Most Items**

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Address**

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from P.O.

How Shall We Ship? Parcel Express Freight Best
 Post Way

Please Send Remittance on ALL Orders

DO NOT WRITE IN THIS SPACE

-In writing us please don't put your letter on this sheet with order. Put your letter on a separate sheet so we can answer your letter WHILE THE ORDER IS BEING FILLED AND WILL NOT DELAY ORDER OR LETTER.

SEE OTHER SIDE